

THE GAMECHANGERS REPORT



FOREWORD

HERE'S TO THE GAMECHANGERS



Allie Mairs,
ClassPass
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Fitness, wellness and beauty businesses are the glue that holds communities together. They're where people go to achieve the amazing, feel part of something, or simply unwind after a long day. However, few industries have been harder hit by the pandemic than health and fitness, and beauty and wellness.

For almost two years, we've had to sacrifice so many of the experiences and connections that we once took for granted. However, in spite of these profound challenges, they adapted, innovated and evolved; finding new ways to provide essential and loved services to their customers. They changed the game.

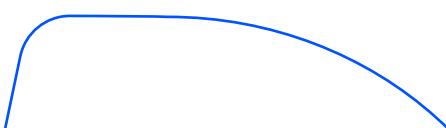
ClassPass exists to support these businesses, and provide the most flexible and enjoyable way to connect health,

fitness and wellness enthusiasts with local studios, clinics and salons. We're where businesses and consumers become communities.

To celebrate these communities and the people behind them, we've launched GameChangers. The campaign champions some of the most innovative and inspiring studios and salons available anywhere in Australia, as chosen by their loving and loyal customers. While in reality this report could have included thousands of studios, clinics and salons, we could feature only 20.

Here's to Barre Body, Barry's, Blown Luxe, Bodhi & Ride, CorePlus, CycleBar, Flinders Wellness, Greenhaus Studio Wellbeing, Hustle Boxing, KX Pilates, LagreeFIT, Lean Bean Fitness, Love Athletica, Nimbus Co, One Hot Yoga & Pilates, PH Clinic, Rejuvenation Clinics of Australia, The Upbeat, Upstate Studios and Vive Active. They're our GameChangers.

So whoever you are, wherever you live, and whatever your goals, these businesses - and the tens of thousands like them - are ready to welcome you with a wide smile, a warm heart and a class or appointment that makes you feel amazing.



BARRE BODY: FROM TRAILBLAZER TO TEACHER

📍 Sydney, Melbourne

4.8 ★★★★★ 5000+ ClassPass reviews

A true 'game changer' is not someone who pushes the boundaries of industry innovation and excellence, but keeps their strategy secret. It's someone who willingly and wholeheartedly shares those learnings. It certainly rings true for Emma Seibold, wellness entrepreneur and Founder of Barre Body - Australia's first barre concept studio.

Through barre, Pilates, strength, cardio, dance cardio, flow and more, Barre Body is on a "mission to create a space where everybody feels represented, welcome and nurtured," says Emma. With over 10 years perfecting and honing that mission, Barre Body has become an artform - and Emma is spreading those learnings.

"There's an energy when you visit the studio," adds Emma. "There's so many little touches: the lighting is always just right, the diffuser has a scent we designed based on the principles of love. We have a signature finish to the class with aroma and touch; it's all curated around being nurtured.

"It's more than a workout, we're a community. That community takes form when you're seeing, touching, feeling and being in the energy of the studio. As consumer confidence returns and people want to get out and experience those connections, there'll be community and personal connection. That lights my fire."



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***It's more than a workout,
we're a community.***

As the first business of its kind in Australia and one of the first to recognise and embrace the power of digital when it offered online classes in 2012, Barre Body has always been a trailblazer.

But in a competitive market where so many businesses have exceptional offerings and bold plans, Emma recognised that the business needed to be as innovative, energetic and future-focused in year 10 as it was in year one. For someone so passionate about giving back, the answer to 'what's next?' was obvious for Emma.

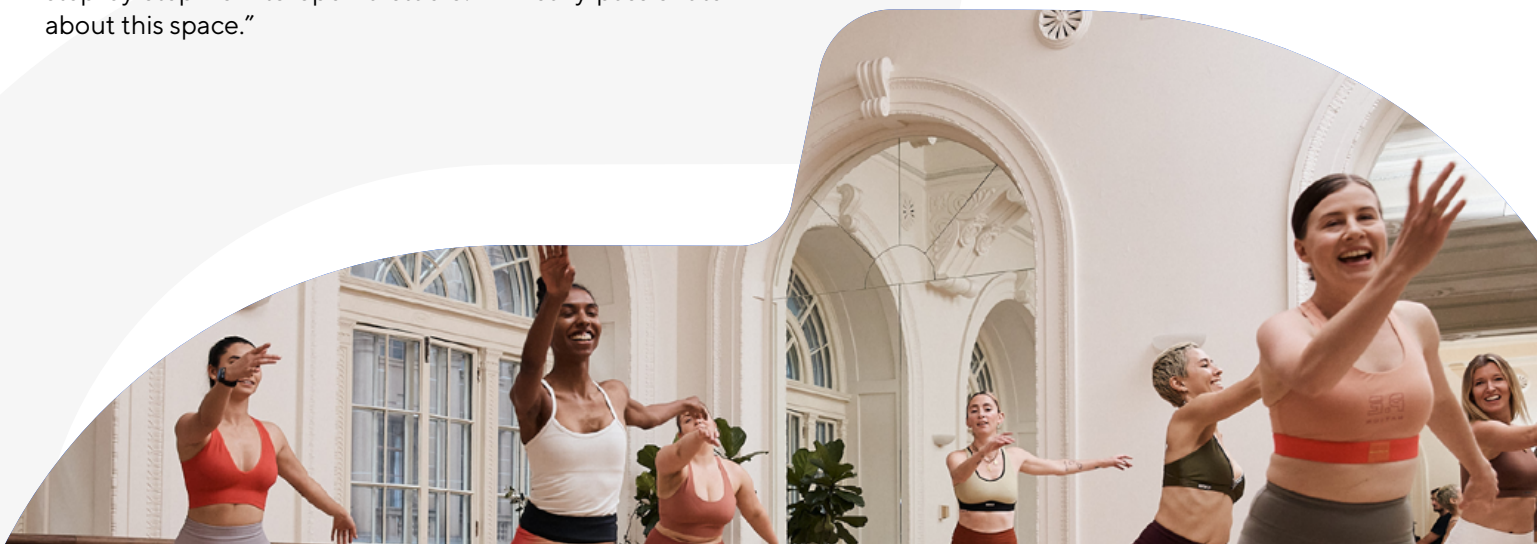
"We're not just a studio business anymore, we're a business with lots of moving parts. As big, if not bigger, than our studio business is our teaching training business. We have courses in barre, Pilates and reformer, and other programs like meditation, ballet and pre- and post-natal injuries. We've launched business retreats in Byron Bay for people wanting to start their own studios.

"We're also starting to launch coaching masterminds. I'm really keen to support the industry; I think there's so much space for growth and so much space to support people. We're also about to launch an online course that lays out step by step how to open a studio. I'm really passionate about this space."

When it comes to Barre Body, the sum of the parts is greater than the individual pieces. For Emma, this is both a USP and a source of great pride. In a growing business, it's easy for the passion, mission and culture to be lost. Not for Barre Body, though.

"Every part of our customer-teacher journey is based on love. Being the leader of the business, I try to infuse that love in every person I come into contact with. That's predominantly the teachers, and it's a cultural thing that they infuse in our classes. We hear time and time again: 'there's really something special about Barre Body, it just feels really good'. I'm proud we've built a business of this scale without ever compromising our value of being good humans."

Barre Body has paid for the education of 50 girls in Sierra Leone, and donated to the bushfires and to the Syrian refugee crisis. Running a business grounded in love and integrity is something Emma is proud of. With that love and integrity key pillars of its training programs, its classes and its community, Barre Body will be changing the game for many years to come.



BARRY'S: WHERE FITNESS MEETS LUXURY

📍 Sydney, Melbourne

4.9 ★★★★★ 5000+ ClassPass reviews

When the red lights hit, the beat drops and you lose yourself in the energy of the Red Room, there's only one place in the world you could possibly be: Barry's. At Barry's you'll run faster, lift heavier and you won't do it alone.

Founded in Los Angeles in 1998 by celebrity trainer Barry Jay, Barry's is a one-stop cardio and strength-training workout held in the immersive 'red room'. A trailblazer during the boutique fitness studio revolution to today, a global empire hosting over 65,000 customers every week. Barry's wanted to be more than an exercise class, explains Head of Operations, Katie Greenwood.

"Barry's is a fitness experience and now a global phenomenon. From the moment you walk through the studio doors every last detail has been curated for our clients to have the best possible experience in and out of the Red Room. From cold towels to cool you down post workout and personalised Fuel Bar shakes waiting for you directly after class, to Oribe products in the changing rooms. Fitness meets concierge at Barry's."

"The high-energy environment features mood lighting and music you would expect to find in a nightclub. It's a brand that becomes part of someone's everyday lifestyle, our community becomes a family. Clients come to Barry's with friends, often brunch at Barry's, post about Barry's all while wearing our exclusive retail gear. It is a lifestyle."



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Barry's is a fitness experience and now a global phenomenon.

Today, people crave personalisation. Aussies are looking for businesses and brands that connect with them on a meaningful level, know what they like and dislike and don't approach them with a one-size-fits-all strategy. Barry's has this down to a T.

Its celebrity clients include Ellie Goulding, Mandy Moore, David Beckham, Harry Styles and Isla Fisher. However, whether they're a celebrity superstar or a nervous first-timer in one of the four Australian studios, every client receives the same industry-renowned experience that Barry's prides itself on.

"Every client becomes a part of our community. Our studio teams know everything from their regular shake order to their pet names. We know it can be a daunting experience for first timers, but these clients receive a personal induction from our front desk team and instructors to ensure they have the best experience possible and feel comfortable in our space.

"First timers are even offered a complimentary shake to ensure they have the full Barry's experience from day one. We celebrate our clients achievements at Barry's, and we celebrate them loud and acknowledge those who hit

their first 100, 300 and 500 classes. Personal touches to a client's experience can go a long way."

After almost 25 years leading by example, Barry's could be forgiven for resting on its laurels. That's not the case. For Katie and the team locally, the biggest goal for the months and years ahead is simple: continuing to grow, learn, develop and become bigger and better than they were yesterday.

It's this never-ending, almost quarter century commitment to improve every single day that has helped Barry's establish its reputation as a game changer. And it's a principle that will continue to guide it as the movement becomes a lifestyle for more and more Australians, one shake, one beat drop and one trip to the red room at a time.



BLOWN LUX: A LUXURY BLOW DRY EXPERIENCE LIKE NO OTHER

📍 Sydney

4.4 ★★★★★ 12 ClassPass reviews

Beauty and extravagance often go hand in hand and an appointment at Blown Lux is no exception. For owner Georgia McGann - who would often book a hair or makeup appointment before a big event - getting ready for an occasion should be a special occasion in and of itself.

"I used to frequently travel to America where luxury blow dry bars were quite popular, and we didn't have any here, so when I first came across one I had to try it out," Georgia explained. "I thought 'who wouldn't want to start an occasion off with getting glammed up while enjoying a glass of champagne' - a one stop shop - what a genius idea.

"It was such an amazing experience and I felt that there was such a gap in the market for that here - so I decided to bring that experience to Sydney and there's still no other blow dry bar like us."

Not only does an appointment at Blown Lux include the option to purchase a glass of champagne, there's entertainment too. "We really want to make getting glammed up an experience like no other," said Georgia. And so they have.



Blown Lux works and collaborates with local companies to provide a show for their clients, which is especially popular for hen's parties or birthdays. Occasionally, dancers from Sydney Dance Central pop in, turn the salon's sound system up and teach clients choreography - Beyonce's signature moves included. Clients at Blown Lux could also experience a visit from cabana boys or topless waiters who also bring fun, energetic vibes to the salon.

"The ladies that visit us before their birthday often say that their night goes downhill afterwards because they just have such a ball getting ready with us," Georgia remarked.

Ensuring everyone is entertained while they visit Blown Lux isn't Georgia's only priority. It's also important to her and the team that, from the moment they enter the salon, every customer feels as though they're being treated to the premium, luxury service that Blown Lux is renowned for. "We really want to make sure that they are happy, especially with their hair and makeup, so we triple check before they head out to their event."

Due to the nature of their offering and USP, Blown Lux was forced to close during lockdown. But for any of their clients that wanted to keep up with their hair care routine, Blown Lux ensured they could do so by sending out products. The support they provided their

clients was returned, and was especially appreciated during a tough time. *"People have been really loyal - we sold through a large number of gift certificates that our clients were excited to use when we opened again and we feel really lucky to have such amazing clients,"* Georgia shared.

Georgia believes that the success of her business and driving clients' happiness is a result of how they treat their staff; *"You need to really look after them, keep them happy and treat them well. That way your staff will champion what you're doing and that will come across to clients. It makes for a great environment for everyone."*

Georgia makes sure to celebrate the wins and milestones of her staff, but she also does that for her clients. Whether it's a special something for regulars or offering a free blow dry on their birthday, the team at Blown Lux knows that it's the little things that make the experience memorable. It's why there are so many regulars at the Barangaroo salon, an area renowned for being more corporate.

"I am so passionate about championing the area that we're in. It's constantly changing and we want people to know that it's not just a corporate area, there's a lot of amazing shops and services and we're really excited to see the local community growing," Georgia shared.



BODHI & RIDE: BORN TO RIDE OUT OF PASSION

 Melbourne

4.8 ★★★★★ 5000+ ClassPass reviews

Spin classes have gained a cult following globally over the last few years, but at Melbourne's Bodhi & Ride, classes have been revolutionised to a world first experience where people don't just spin – they ride.

And they've done it since 2016 listening to epic playlists in Bodhi & Ride's signature 'Ride Chamber'; a dark, hot and steamy studio with a light and sound system that rivals some of the best city nightclubs.

"I discovered spin during my career in banking, and it really helped me to destress and cope with the pressures of corporate life and motherhood. I became obsessed with it," owner Michaela Fellner reflected.

"I started teaching but I saw what businesses overseas were doing and my entrepreneurial spirit inspired me to explore a better version. It became a passion project that really helped me personally, so I opened the first Bodhi & Ride studio nearly six years ago."

First timers at Bodhi & Ride are always in for a surprise, but it's the entertaining and high-energy experience that keeps them coming back. Riders enter the dimly lit Chamber at the start of the class and as it begins the studio lights turn off and the vibrant light show begins just as the bespoke playlist drops.



"We are particularly obsessed with the music which makes each class a really unique experience," Michaela noted. From pop mashups and punk rock, to KPOP or a 00's Hip Hop Party, each class is set to a carefully curated playlist booming on a sound system that makes a Tuesday evening ride feel like a Saturday night at the club.

"The concept is unique. People don't have a lot of time, they want something that is a great bang for their buck but that also makes the most of their time.

"Our classes are 45 minutes of high intensity riding paired to the rhythm of the music. It's a really immersive experience where they can turn their thoughts off, which fits well in the modern, urban lifestyle and schedule."

Bodhi, a Sanskrit word, refers to a period of perfect wisdom in Buddhism and encapsulates the mindful side of life that Bodhi & Ride embodies. More than just a spin class, the Ride Chamber offers riders an escape from life's hustle and bustle for 45 uninterrupted minutes.

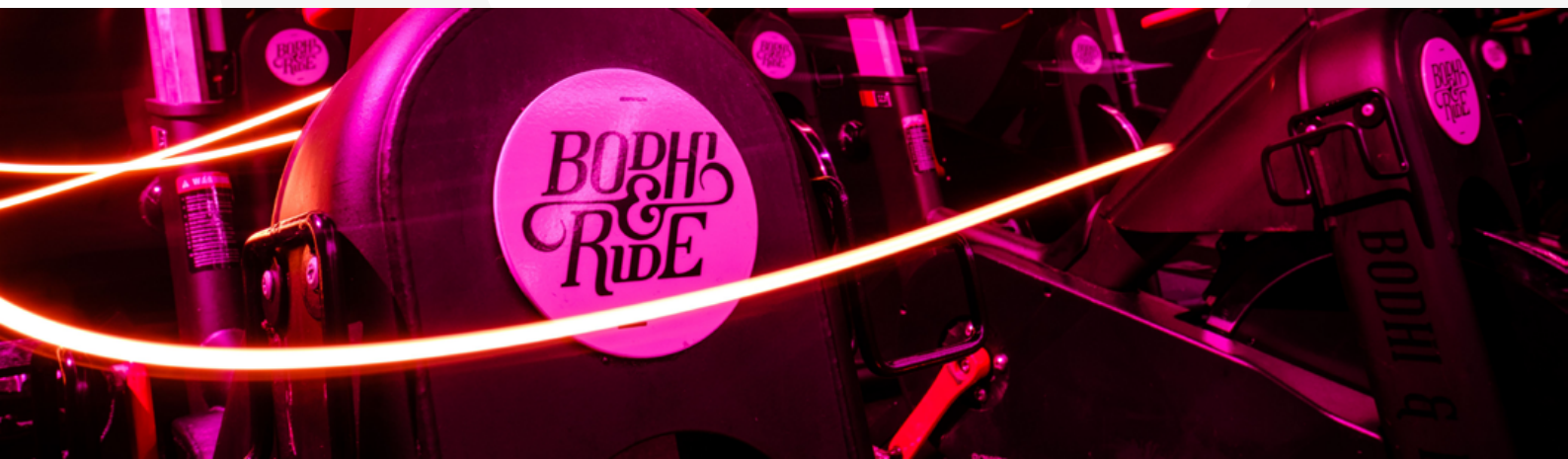
The studio's instructors incorporate a track in every class that is dedicated to mindfulness – likened to yin and yang for busy people that want to tune into themselves while

staying active. For one particular track riders are given the opportunity to close their eyes and look inward. *"I like to call it movement meditation,"* Michaela added.

Nearly six years and thousands of riders later, Bodhi & Ride has created a cult following. So loyal that it led to the inception of Bodhi at Home in March 2020 so they could continue riding in lockdown. A few more lockdowns and a year later, Bodhi & Ride has perfected their at Home offering.

"Every business had to pivot constantly over the last two years, and we were no different. Bodhi at Home was really well received by our riders. We started out doing videos from our phones but that quickly evolved to live streams and then high definition filmed classes, which we still love creating."

Coming out on top after the last two years, the Bodhi & Ride team are focusing equally on their digital offering and their studio classes to ensure that all classes suit the evolving modern, urban lifestyle. *"We're expanding our digital offering soon, which I'm really excited about,"* Michaela shared, *"but we've also just renovated our South Yarra studio and that's really, really exciting as well."*



COREPLUS: A STUDIO FOR THOSE THAT LIKE IT HOT

Melbourne

4.8 ★★★★★ 1000+ ClassPass reviews

CorePlus is a modern fitness studio but with a hot twist. Literally.

CorePlus caters to two types of people; those that enjoy air conditioned classes, and those that like it hot. In addition to CorePlus' signature heated mat Pilates, strength and strength cardio classes, the studio offers similarly themed reformer Pilates classes. Yogis also have a place at CorePlus with two variations - Hot Yoga Flow, a dynamic Vinyasa practice and Warm Yin Yoga - on rotation.

"We offer a variety of class styles for our members in really niche training areas led by strong and accommodating instructors. We have a really engaged community of members, our signature class Hot Mat Pilates has the biggest cult following," shared Romy Low, CorePlus' Brand, Product and Experience Manager, who also co-owns one of CorePlus' newest studios.

Owned by husband and wife team, Mike and Amy King, the first CorePlus opened nearly a decade ago, under a different name and initially offered yoga classes. Amy was quite influential in setting up the hot yoga scene in Melbourne but after teaching this style of yoga for quite some time, she noticed some clients were looking for more variety. To bring life back into her studios, Amy returned to America to research the Pilates scene and came across hot mat Pilates. The rest is history.



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We want people to feel like they can be themselves.

“Amy came back to Australia and co-created a unique and modern sequence for Hot Mat Pilates and started delivering that at her studios. That was the inspiration behind changing the studio to CorePlus and now we’ve just opened our thirteenth studio,” Romy explained.

The current CorePlus evolution of Hot Mat Pilates that Amy and her team has created is very music-centric. The goal is to provide a great workout that’s also entertaining, so curated playlists are a must, as are instructors that have unique personalities. As a result members can find a class style and instructor that really suits them, whatever they’re looking for.

Working with Technē architects, the CorePlus studios have been designed to sweat in, making members feel comfortable from the moment they enter a studio. The studio rooms are dimly lit helping members feel confident getting sweaty without worrying about who’s watching. *“We want people to feel like they can be themselves. That they can just be free and really go for it,”* added Romy.

“There’s almost like a curtain up, curtain down effect with our classes because it truly is such an entertaining and immersive experience that feels really unique and magical,” Romy shared.

“We have this saying that we repeat when we’re training our instructors, their goal is to create “a magic moment” during each class where everyone is moving as one, with the beat. Then during a class you get to look back into

the reflection of the mirror and you see people from all backgrounds and ages moving individually, but together, and it’s really powerful.”

Like many other studios, CorePlus adapted during lockdown and started streaming classes online. After hosting nearly 20,000 attendees for daily live streamed classes on their Facebook page, the team looked to ramp up their digital offering. The CorePlusConnected.com library is now booming with over 500 professionally produced classes.

Since adding the production arm permanently, CorePlus has been able to increase its number of full-time staff. Excitingly, the studio is proud that nearly half of the 13 CorePlus studios are owned and operated by current instructors. It’s a testament to how much CorePlus staff enjoy their job and the community that comes with it.

“One of our missions as a company is to really highlight young, female entrepreneurs. The industry is booming which means there are pathways opening for them to learn skills that will help them launch their own thriving business one day,” Romy added.



CYCLEBAR: INDOOR CYCLING CLASSES WITH UNRIVALLED SERVICE

📍 National

4.8 ★★★★★ 5000+ ClassPass reviews

Providing a premium experience, CycleBar offers inclusive and inspiring low impact/high-intensity workouts so riders of all ages and fitness levels can join in and surrender to the rhythm of one-of-a-kind playlists and get lost in the energy of the room. Led by industry-leading instructors that are equal parts educator, DJ, coach and friend, CycleBar exists to help riders improve their performance, reach their goals, and change their life one ride at a time.

Husband and wife duo Matt and Candice Gordin experienced the popularity of CycleBar while living in America, and set out to bring the experience back home. Looking to bring something just as unique and innovative back to Australia as passionate entrepreneurs, CycleBar was the perfect fit. Not just because they loved the classes, but because they wanted to share that passion and build a studio with a mission to invigorate and motivate local communities.

"They [Matt and Candice] really fell in love with the experience and were excited about not only starting their own business but really putting in the work to grow something to fill a gap in the local market," explained Bryce Flowers, CycleBar Sales Manager.



Joined by Matt's father, Bill Gordin, who has deep roots in the cycling industry - both on a business and sporting front - the family team has worked to provide a class experience that's both welcoming and memorable for all fitness levels across the country.

"We're not just a gym or fitness studio, we're building communities around Australia and we make sure that people feel like they are part of the CycleBar family, and not that they're just coming in for a ride," noted Bryce.

"From the moment members walk in the door they're greeted by our bubbly and friendly instructors who join them on their fitness journey, and I think that mindset is our biggest point of difference."

In addition to the community aspect, CycleBar offers a "kick a**" 45-minute workout that's complemented by small touches to make the experience convenient for riders. The studios provide everything from shoes, towels and cold water so that people can book, come in and focus on their workout without worrying about not feeling prepared.

CycleBar instructors are trained in a bespoke way to ensure that every person who visits the studio, in any state, has the same experience and is coached by the best. Paired with custom-curated one of a kind playlists to help beginner or experienced cyclists Rock their Ride, every class is measured by CycleStats, six key metrics of daily and historical performances that are emailed to members to keep on track as they work towards their fitness goal.

Providing a variety of class styles that help members unwind, get amped up, feel empowered, or get a workout that packs a punch, CycleBar has something for everyone. For those that want to cycle while feeling safe in the face of rising COVID-19 cases, outdoor classes are made available.



Especially unique to CycleBar, however, are the CycleGives classes. CycleGives is an initiative that allows companies, groups of friends or families to raise proceeds that benefit a cause close to their heart. It's just another of the ways that CycleBar puts community first.

Having only opened the first Australian studio in mid-2020, CycleBar has quickly exploded across the country with more studios in the works for 2022. Soon even more Aussies can expect to be welcomed into their own local CycleBar community.

"We're really excited about more people being able to experience CycleBar for the first time next year," Bryce concluded.

FLINDERS WELLNESS: A SANCTUARY FOR MIND, BODY AND SPIRIT

📍 Melbourne

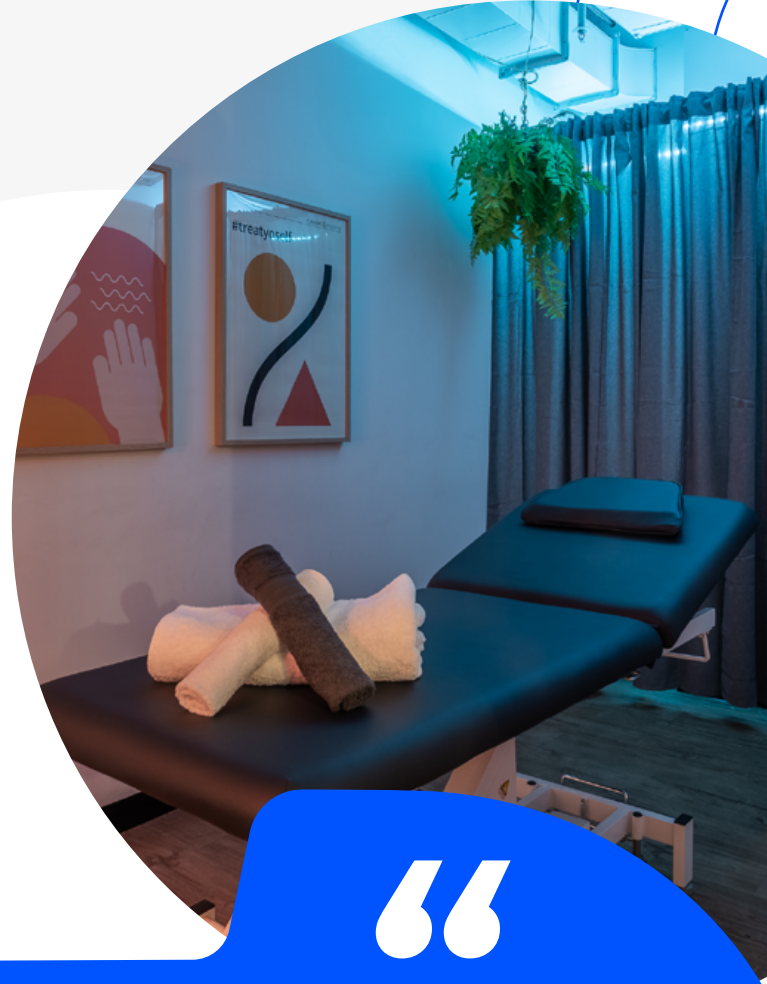
4.8 ★★★★★ 100+ ClassPass reviews

Few cities have been burdened by lockdown - and its impacts on physical and mental wellbeing - more severely over the last 20 months than Melbourne. Flinders Wellness, a peaceful, relaxing and restorative sanctuary nestled in Fitness First in the city's CBD was born out of a desire to provide Melburnians with physical, mental and spiritual relief.

The business opened in 2020 but the fact that it did so at the height of the pandemic was more strategic than coincidental. When the previous occupants of the space now home to Flinders Wellness, vacated and left Victoria, many people - understandably - saw a challenge. Mark Alexander, Founder of Flinders Wellness saw a need.

"From a business perspective, I saw great potential to do something," Mark explains. "But more importantly with COVID-19, I could see that there was going to be a demand for this - especially in the wellness space."

The importance of mental health is personal for Mark, who experienced a personal tragedy a decade ago. Today, that drives Mark and the business.



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Everyone that comes to us is either mentally stressed from work and COVID-19

"It made me become a lot more aware of people's mental health," he explains. "I could see the need for that, especially with COVID-19. People and friends were getting stressed during lockdown. So we set up this space that I wanted to be very multifunctional and versatile."

"Everyone that comes to us is either mentally stressed from work and COVID-19, or physically tired and coming in with sore backs and sore shoulders. We've been quite creative with lights and environments, and things like that. You can press a button and the colours will change, and create quite a relaxing, peaceful environment for a massage. But then we can also flip a switch and everything's bright and more appropriate for physiotherapy, for example."

For many small businesses or trainers utilising a gym, the facilities are typically a means to find more customers. Not for Flinders Wellness, though, who are actually driving new customers to the gym, rather than vice versa. It's testament to the holistic approach Mark and the team provide, but also the personal and meaningful connections Flinders Wellness builds with every client.

"In our lobby we adapted our plant stand into a small retail section and we were selling products that were made and designed by clients. We had a couple of different chilli oils and saffron oils, we had candles, we had a book that one of our clients wrote. We're here to support our staff, and our clients."

"For many businesses like ours, you're usually reliant on the gym's foot traffic to reach new clients. With gym numbers down - we have had the reverse effect; we're helping support the gym with new clients, rather than them supporting us. Our clients walk through the gym to get to us and get exposed to what's on offer. Mutual support, sharing and collaboration can allow businesses to thrive together. Only 20% of our clients are gym members - the rest are from ClassPass or repeat or word of mouth clients."

After surviving lockdown after lockdown, you could forgive Mark for wanting to take a deep breath and ease into the new year. Far from it: there's big plans on the horizon.

"Always think year one, year two, year three - a lot of businesses still don't do that. We're expanding our services and our technology. We're going to have spa offerings, nutritionists and even a podcast coming soon where we'll interview experts in the industry."

Before setting up Finders Wellness, Mark mentored other small businesses. "Celebrate your success," is one of his biggest pieces of advice for other prospective business owners. Mark celebrates not only Flinders Wellness' successes, but those of his clients too. And with a remarkable foundation, dedicated following and big plans, there will be plenty more successes to celebrate over the coming years.



GREENHAUS STUDIO: MAKING WELLBEING A NECESSITY, NOT A LUXURY

Perth

4.9 ★★★★★ 100+ ClassPass reviews

Mental health and wellbeing has perhaps never been as important as it is today, in the wake of the ongoing pandemic. For Greenhouse Studio, promoting the importance of positive wellbeing is both its passion and its purpose. Founded two-and-a-half years ago, Greenhaus Studio is a boutique organic day spa and skincare studio on a mission to help its clients connect with nature, promote wellbeing and achieve radiant skin, body and mind.

The business has carefully curated award-winning Australian, natural, organic and vegan wellness products for skin, body and mind that are 100% free of synthetic ingredients. Whether it's services ranging from Reiki, spa treatments and massages, or dozens of products to improve their skin, body and mind, customers have access to industry-leading quantity and quality.

"I started the business to provide a sanctuary for people to de-stress, take some time out from the pace of everyday life and focus on their wellbeing. We're not just your run of the mill day spa or beauty salon, we're actually quite unique. We're offering something that's not available on the market; our offerings are science-based and deliver on our wellbeing promise," says founder and owner Tarli de Courcier.



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We want to help people realise the importance and necessity of investing in their health and wellbeing...



“We’ve got a strong belief that supporting your own wellbeing shouldn’t come at the expense of others. So we wanted to make sure that our space supports the wellbeing of our clients, but also the planet and the creatures that we share it with. I’m very proud of the fact that we’ve stuck by our ethos of making sure that we are supporting our local community by only offering Australian products and that everything is 100% sustainable. We recently became 100% carbon neutral, offsetting all our emissions. I truly believe that we are contributing towards a better world at the same time as enhancing the wellbeing of our customers.”

“Not only is everything organic, sustainable and Australian, all of our treatments are carefully designed to ensure that they induce the parasympathetic nervous system. This is our nervous system, which helps us rest and restore and puts our body and mind in its optimal state of healing and wellbeing. So it helps to activate our inner healer and ensures that all clients leave in that optimal state of health.”

Physical and mental wellbeing are often viewed as equally important, but very separate, entities. Tarli believes that both are intrinsically intertwined, and contribute equally to an individual’s wellbeing. While the impact of the pandemic has been less severe in Perth - where Greenhaus

Studio is based - compared to the rest of the country, Tarli believes it has made people rethink the importance of wellbeing.

For her, reevaluating the importance of wellbeing is essential.

“I think the pandemic has really put a spotlight on wellbeing in general,” says Tarli. “I think people are realising that taking time out for themselves - like getting a massage, for example - they’re not luxuries, they’re actually necessities for our health and wellbeing. We want to help people realise the importance and necessity of investing in their health and wellbeing, rather than it just being a luxury or something that you do as a one off celebration once a year.”

After almost two years of hard border closures and a relatively COVID-19-free existence, Western Australia will soon open its domestic borders to the rest of the country. For many in the state, there is a sense of apprehension and uncertainty. Just as Tarli and Greenhaus Studio have been there supporting its community over the last two-and-a-half years, it’ll be there to ensure wellbeing is viewed as a necessity not a luxury over the coming years and months too.

HUSTLE BOXING: HEAVYWEIGHT LEVEL RESULTS, WITH 5* SERVICE

📍 Sydney

4.9 ★★★★★ 5000+ ClassPass reviews

Boxing is synonymous with dingy, dark, noisy and often aggressive environments. At Hustle Boxing, however, you get all the benefits and results associated with 'The Sweet Science', but with a premium service akin to a five-star boutique hotel.

Hustle Boxing is a premium studio fitness experience with boxing and HIIT/functional training at its core. Hustle Boxing is all about the experience though, and combines music, lighting and high-end fitouts with five-star service to deliver a customer experience that, Co-Founder Simon Maree says, *"We don't normally see in the fitness space. We knew that there was a gap in the market in terms of providing a premium experience."*

As one of the health and fitness capitals of the world, Australians are spoilt for choice when it comes to affordable and accessible studios. Co-Founder's Simon Maree and Tim McGann knew there was a gap in the market for a premium service, that people were not only willing, but happy to pay more for.



We've brought boxing into a very non-intimidating setup.



“There’s a big difference between putting a cheap rate on a gym membership, and people don’t worry because it’s not a lot of money. There’s absolutely nothing wrong with that, but we wanted to provide something where people were spending money, but were walking away happy to spend that money because they’re getting an amazing experience and amazing value out of the product. Our customer service goals are aligned with what you’d expect from a five-star hotel.”

With a background in superyachts, Simon was accustomed to dealing with clients who demanded a premium, unrivalled service. To understand how to transfer that service to the health and fitness industry, Simon and Tim travelled to two industry-leading premium fitness markets: New York and Los Angeles.

“We knew that some operators out there are the best in the market. Those guys are 5 to 10 years ahead of trends. We took some inspiration from a few brands in the States, but it was also to get an understanding of what the market was doing, and what the products were doing. So, we created Hustle Boxing, and in Australia, there’s nothing really like what we’ve created.

“Our training is put together by some of the best in the industry, including Andrew Pap, a leading fitness influencer and integral part of the Hustle Boxing family. Our music is designed by Hugo Gruzman one half of iconic Sydney based edm group - Flight Facilities. Those are a couple of elements, but every single thing that we do, we aim to do better than anyone else.

“We’ve brought boxing into a very non-intimidating setup. Previously, boxing was done in a dingy, dark, and pretty aggressive environment, but we’ve totally flipped that on its head. That has meant that the people that were interested, but wouldn’t have done boxing because of the intimidation factor, are coming to us in droves. We’re providing them with something different and something really special.”

Having launched Hustle Boxing in August 2019, much of the business’ existence has been during the pandemic. While the situation remains cautious, particularly for those in the health and fitness space, Simon and Tim are turning their attention in 2022 from survival mode to growth mode. That means committing to what the business sought to create in the first place - community, and re-establish what so many lacked in lockdown.

“We’re really proud of the online products that we rolled out through those periods [lockdowns], but it was never going to be a long-term option for us, because our core business is in the studio. We do our best work in front of our clients; providing those experiences and building that community.

“We needed to be smart about how we operated over the last 18 months, but we’re now out of that survival mode and really excited about the next few months and years. Expect to hear a lot more about Hustle Boxing in the coming months.”

KX PILATES: INDUSTRY LEADING CLASSES WITH A PERSONALISED 'XPERIENCE'

📍 National

4.8 ★★★★★ 5000+ ClassPass reviews

Imitation is the best form of flattery and KX Pilates founder Aaron Smith is often flattered. Over 10 years ago, Smith brought reformer to Australia and coined the dynamic KX workout that has inspired much of the Australian Pilates industry to date.

"Our methodology is founded upon the 'Kaizen Xperience', originating from the Japanese philosophy of 'kaizen' which translates as 'change for the better'. KX workouts focus on delivering long-lasting results through small, continuous improvements to your fitness," explained Tarran Grummisch, General Manager of Marketing & Brand Communications at KX Pilates.

Pilates fans come to KX for the industry leading classes but stay for the intimate class feeling. Despite its massive growth over the past decade, with 84 studios across Australia, and more in China, Indonesia, and soon to be New Zealand, KX classes never have more than 14 clients to allow for a more personalised and curated experience. "We really want people to have a premium experience that's as close to a one-on-one session in a group setting as possible," added Tarran.



Trainers must attend the industry-leading KX Academy to nail down the very specific workout that KX offers to ensure that each client that passes through every KX studio experiences that same high-quality and high-performance 50 minute, full body reformer Pilates workout that KX is known for.

“The KX workout Aaron Smith created is based on the foundational principles he learned whilst working in the UK fitness industry, but it utilises the traditional reformer bed in a completely new and different way that provides our clients with a high-impact full body workout that is challenging and delivers great results.”

“Traditionally reformer Pilates was used as a remedial and rehabilitation tool. Aaron changed this in bringing performance Pilates to Australia, there were no other performance Pilates workouts here at the time,” Tarran explained. *“Now there’s obviously quite a lot, and they have mostly spawned from those that have experienced and been inspired by KX’s performance Pilates workout. Having so many lookalike competitors certainly keeps us inspired to continue to be at the forefront of industry innovation. We have recently launched the KXFormer, which is a custom made reformer bed that is proprietary to KX. It was designed to fully enhance KX’s signature workout, offering further benefit and differentiation from other reformer workouts.”*

KX Pilates has built a loyal client base over the last decade spawning across the Asia Pacific region and when COVID-19 hit, KX launched their online class offering, including both live and on-demand pre-recorded classes, as well as reformer bed hire. This responsive approach

allowed the KX studios to keep their clients moving whilst in lockdown, bringing its highly-curated classes into lounge rooms across the country.

“We wanted to continue to support and engage with our clients during those tough times to help them maintain their health and wellbeing, and continue their fitness journeys. We offered both mat and reformer Pilates classes, and endeavored to replicate the in-studio experience and workout that our clients are so fond of, as much as possible,” Tarran shared.

KX Pilates still offers their on-demand digital offering because they understand that their clients value the flexibility particularly now in the present environment. ClassPass has been a meaningful partnership for KX because it also caters to clients who require more flexibility, enabling them to visit multiple studios with the one membership.

“ClassPass on average makes up 20%-of our bookings . We understand that particularly for our younger clients, variety is important. Whilst for many of our clients, KX is their primary source of exercise, we also appreciate that for others, we are part of a more diverse fitness routine. That’s why products like ClassPass are fantastic, because they enable this type of client to be able to attend KX alongside other fitness classes using only one membership,” noted Grummisch.

With nearly 20 studios scheduled to open this year, KX Pilates is set to continue to help their clients achieve their fitness goals and continue to inspire future fitness professionals for decades to come.

LAGREEFIT: A NEW WORKOUT SENSATION FAVOURED BY THE STARS

📍 Sydney

4.9 ★★★★★ 5000+ ClassPass reviews

While Pilates has boomed in popularity in recent years, LagreeFIT Sydney has been cultivating a community and growing Australia's obsession with the next American workout sensation – Lagree.

Created by fitness visionary Sebastien Lagree, the Lagree Method is a fresh take on traditional reformer Pilates and has quickly become the preferred workout for many Hollywood stars including Kim Kardashian and Jennifer Aniston.

LagreeFIT is Australia's first Lagree fitness studio, having opened in 2014 under a different name. "It is really popular in America and Europe, and we're trying to spread the Lagree love here in Australia," shared Leesa Melchert, Operations Manager at LagreeFIT.

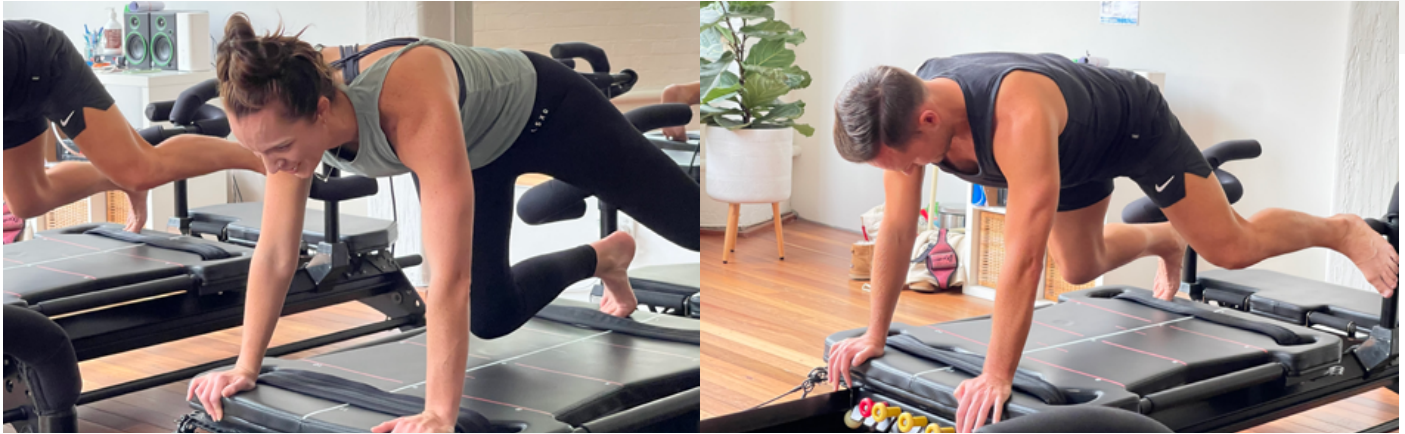
Utilising the Megaformer, a state-of-the-art redesign of the reformer machine (but with many more functionalities), this workout will burn fat and sculpt long, lean muscles (without bulking up) in a minimal amount of time!

Each movement is slow, controlled and momentum free, guaranteed to challenge your strength, endurance, core, balance and flexibility in every single move. And because it is low impact, it is kinder on your joints as well!



“

We are not in the fitness business, we are in the people business.



“Adaptable to all fitness levels, ages and body shapes, expect 50-minutes of heart pumping, body shaking, fat burning action, guaranteed to change your body from the inside out, ensuring better, faster, more sustainable results for life.” Leesa explained.

“I have been in the fitness industry for over 20 years and trained in many different modalities, however there is no workout that compares to Lagree. It activates your slow twitch muscle fibres which are needed to support and stabilize your body – this improves athletic performance, prevents injury, ensures a safe recovery from injury, and is the perfect alternative to high impact training.

“On top of the workout itself, we pride ourselves on an inclusive community that fosters great and loyal connections! Also, under the expert eye of our instructors, members will feel confident and at ease from their very first class. Class size allows for a maximum of 10 people so our clients receive a more personal experience as well,” Leesa continued.

The studio culture that Leesa and the team have cultivated has driven the best kind of marketing – word of mouth.

A true testament to this is the fact that most of their new members are referrals from current members who choose LagreeFIT classes as part of their weekly routines.

Despite not being able to rent out the Megaformers to members during lockdown due to their large size, the LagreeFIT team got creative ensuring everyone could keep up with their daily dose of Lagree!

At-home bespoke zoom classes and online workouts were made possible thanks to a bit of creativity – a skateboard or small dolly from the local hardware store were utilised to help members recreate the Megaformer experience at home or outdoors. Workouts were posted on social media and were an absolute hit with LagreeFIT members – keeping them happy, healthy and strong physically and mentally, in what had been a very challenging time.

Leesa believes that not only does their unique workout set them apart from the rest, it is their unique approach. *“We are not in the fitness business, we are in the people business. If you can create authentic connections with your people, then they will be loyal to you, and will keep coming back because of how you made them feel,”* Leesa reflected.

LEAN BEAN: NO JUDGEMENT, JUST GIRL POWER

📍 Sydney

4.8 ★★★★★ 5000+ ClassPass reviews

Lean Bean Fitness is a female fitness studio on a mission to empower females and positively transform the way they look and feel about themselves. Upon relocating from the UK to Sydney, ex-professional dancer Lizzie Bland was eager to meet like-minded women in her new home. So she decided to offer free fitness classes.

Word of mouth quickly spread, local roots were laid and a movement was born. Seven years later, that movement - Lean Bean Fitness - is an internationally-recognised, award-winning business specialising in everything from barre, boxing and Pilates, to power HIIT, strength circuits and stretch classes. Since 2015, Lean Bean Fitness has become an internationally-recognised brand with a passionate following.

“Lean Bean Fitness was born out of my craving for variety, but more importantly, because I wanted to see visible results from my exercise regime,” says Lizzie. “It wasn’t until my late twenties that I began to fully understand the importance of listening to your body’. As a woman with a menstrual cycle and the stresses of life, I could see the benefits of daily movement but knew that so many women around me did not have a place to go to find the same results. So I founded Lean Bean Fitness.



"Because we're so female-focused, we understand the benefits of women training around their cycle and hormones. We've shifted to a freedom-based fitness approach so they can do more of what they want, without feeling exhausted after one class."

In the Bondi bubble, competition is high and expectations even higher. To stand out, Lizzie knew the business had to offer more than simply the best classes, it needed to have a purpose and vision that people wanted to be part of. Introducing Lean Bean's five guiding principles: community, authenticity, female empowerment, playtime and 'WellBean'.

The fact that many of Lean Bean's instructors were once customers is a testament to not only the quality of the business' offering and the pull of its community, but the success of these principles. They offer the belonging and empowerment Lizzie wanted to create from the very beginning.

"They came to classes, loved it, did their courses and trained as instructors. That's really important as they obviously love what Lean Bean stands for and come on board that way. We won best fitness studio in Sydney in the local business awards. Because it was local, it was a real pat on the back and it made us really proud to have built a community in Bondi when it is so saturated."

"That was a real proud moment for us - we've invested so much energy and love in our members. We've built such great friendships so it felt nice to be recognised within the community. Today, my closest friends are those I've met through Lean Bean."

Those friendships and the Lean Bean community were tested over the pandemic. The business already had an online offering - Bean Online - but Lizzie the team soon realised that this pre-recorded content lacked the community feel that was such a core part of the business.

Bean Online evolved and became Virtual Lean Bean, with pre-recorded programs, live classes, and community Facebook groups and hashtags. Not only did Lean Bean become an important source of connection for people in different countries, it became that for an entirely new demographic too. Out of necessity, something beautiful was born.

"We had people posting all around the world, from Israel, Afghanistan, Canada," Lizzie continues.

"We're a female brand, but we needed to change because people were at home with their dads, brothers and partners. We wanted to make it more inclusive, so we now have a Mixed Beans. It's awesome because people bring their boyfriends and make it a bigger family."




***From girl power
to people power.***

LOVE ATHLETICA: THINKING OUTSIDE THE BOX TO CHANGE THE GAME

📍 Melbourne

4.9 ★★★★★ 5000+ ClassPass reviews

Considering the strength and saturation of the health, fitness and wellness industries in Australia, standing out sometimes requires a different way of thinking. For Mat and Caroline Knipe, the husband-wife team behind Melbourne institution Love Athletica, their backgrounds - Mat a DJ in the music Industry working in artist development and Caroline in interior design - was not a challenge but an opportunity.

Mat approached the challenge of creating a new brand and entering a new industry through a different lens. His career in music, marketing and entertainment meant Brand experience, talent development and overall vibe would all be key pillars in developing the Love Athletica business. Mat identified there were many touch points and areas of a clients' journey within the fitness industry that he felt could be elevated to differentiate the Love Athletica class experience.

"We set about creating Love Athletic to be a fitness experience, not just an exercise class. Our talented team is at the core of delivering that first class customer service experience, they are personable, attentive and welcoming to all. Our hiring, team training and development, client & team interactions, interior aesthetics, studio size and design layouts, lighting and overall studio vibe were all given equal importance as our core product - our unique group reformer classes."



“No one area is more important than the other but when subtly combined together as one over-arching service model, it creates a far more powerful brand experience for our clients”

Another key area that makes Love Athletica unique and contributes visually to the overall experience is the well-appointed, interior designed and decorated studios.

“Caroline’s interior design skills married perfectly with the brand’s direction. She has delivered an inviting, welcoming and comfortable workout space for clients of all ages that resonates perfectly with our core client base. Each of our 5 studios has its own personality and story. The surroundings really impact the experience and that post class feeling you’re left with long after your visit with us.”

What makes the Love Athletica experience unique is not just the team’s focus on customer first or the studio’s beautiful interior surroundings, but its non-traditional approach of marrying Pilates, strength training, cardio and yoga into the studio’s 50-minute signature offering. Every Love Athletica Pilates class concludes with a 5-minute yoga inspired flow leaving their clients feeling worked, yet centered, restored and ready to tackle their day.

While the pandemic had, and continues to have, a profound impact on the business, it also presented an opportunity. While many studios pivoted solely to online

classes, Love Athletica continued to operate in-person classes, but outdoors.

“Last summer we were determined to again improve and innovate with a new Love Athletica Experience. We set up a marquee on the top level of South Yarra’s Jam Factory car park with 10 open air reformers and city views. All summer we ran daily reformer classes outdoors on the rooftop, which was a huge, huge success. That unique offering exposed us to a whole new client base that we may have taken years to have otherwise attracted. That helped us keep our entire team employed and catapulted the brand’s exposure in a really outside the box and innovative way.”

That pivot saw the Love Athletica brand catapulted from a Melbourne favorite to national awareness. With 2 new studios opening through Melbourne’s 6 lockdowns, bold interstate plans and more game changing initiatives on the horizon, the meticulously, lovingly and outside-the-box Love Athletica experience, could soon graduate from a Melbourne-specific to Australia-wide institution.



NIMBUS CO: URBAN WELLNESS SANCTUARIES

📍 Sydney, Melbourne, Byron

4.9 ★★★★★ 1000+ ClassPass reviews

Discovered in Japan in the 1970s, the benefits of infrared saunas have been a well-kept secret inaccessible to many in Australia. Until recently, that is. Since 2016, Nimbus Co has been introducing those benefits to Aussies nationwide, along with offering a host of other wellness therapies under the same roof.

Set in urban areas, Nimbus Co studios are wellness sanctuaries for the health conscious and health curious alike to unwind and experience a moment of mindfulness throughout their day. A “curated way of living” says co-founders Neil Sullivan and Su Tuttle.

“We had visited a few different places that offered infrared saunas in America and noticed that there weren’t really any here,” explained Neil. “We had a vision to shift to prevention when it comes to our health, rather than the cure when we started and since then, Australia has certainly caught on.”

While a traditional sauna uses convection and conduction to heat the air around you and ultimately the skin, infrared saunas use invisible light to radiate heat and penetrate tissue, muscles, and cells just as the sun would, but without the UV damage. The slow heating approach is what makes for a comfortable and relaxing experience while nourishing and detoxifying the body and slowing down the mind; especially in Nimbus Co’s state-of-the-art, full spectrum (mid, near and far infrared) cedar wood saunas.



“Being the first, we started as seeing ourselves as an infrared sauna studio only, but since then, we’ve grown and evolved into something that transcends more than just the four walls of our studios. We brought in multi-modality services like massage, acupuncture, myotherapy, naturopathy and more. The goal for our impact is to be cyclical. Our slogan of “Welcome Your Wellbeing” means an entry point for someone to explore and navigate their own deeper health exploration via one of our many touch points,” Neil shared.

Nimbus Co was created with a mission to foster connection and open doors to wellness in the community. It stemmed from both Neil and Su’s own personal health stories that sparked the interest to act. To continue assisting people with their health during the pandemic, Nimbus Co wanted to launch a digital offering. Nimbus Online was born. The online library, filled with short and long form videos spanning everything from general health advice to mediation, truly championed the wellness arm of the business and created an opportunity for Nimbus Co’s practitioners to continue working.

“COVID-19 has helped a lot of brands digitise quickly, and when we came up with Nimbus Online it seemed like it was a big, innovative move, but in reality, we actually had a lot of pieces already,” noted Neil.

“We work with so many incredible practitioners as part of our extended family (including our own staff)

entrepreneurs or qualified experts in all areas of holistic health, so all we needed to do was to channel their expertise into a platform that could reach domestic and international audiences, regardless of their proximity to a Nimbus studio.”

Five years and three studios later, Neil and Su are still driven by Nimbus Co’s core values of integrity, growth, and environmental responsibility, along with empowering the people that they work with to provide Nimbus Co clients with a superb and continually improving experience. Cold immersion ice baths, outdoor one-of-a-kind sauna experiences, international growth as well as a fourth studio opening on Sydney’s north shore were added to the bill in the later half of 2021 and into 2022.

“Our people are smart go-getters. They care, want to give back, and are in it for the right reasons. They’re more like friends and family (including our clients), and I think that comes across when people come into the studio,” Neil reflected.

“Rather than just meeting an average retail staffer, at our Nimbus Co studios, you’re meeting and getting to know someone. You’re meeting Lyndsay, a qualified dietician, who has been working with us for four or five years - that’s the level of person and health knowledge that you’re receiving and that really helps to make our clients feel heard, supported and their experience memorable.”



ONE HOT YOGA & PILATES: THE FUTURE, GUIDED BY THE PAST

📍 Sydney, Melbourne

4.8 ★★★★★ 5000+ ClassPass reviews

Joseph Pilates, a German physical trainer, credited with inventing and promoting the Pilates method of physical fitness once said: "Through the Pilates method of body conditioning, this unique trinity of a balanced body, mind and spirit can be attained."

At One Hot Yoga & Pilates, the vision of the exercise pioneer and the pursuit of this trinity are integral in every class, every stretch and every detail. Founded by Lucinda Mills in 2012, One Hot Yoga & Pilates is a design-driven, Australian-born wellness brand with spirituality and meaningful movement at its core.

Many people believe that innovation requires a new rule book, a new way of thinking and a focus on the future, not the past. For Lucinda and One Hot Yoga & Pilates, innovation has been an organic byproduct of her appreciation and awareness - not aversion - of the past. Her dedication to study the origins of Pilates, yoga and spirituality have inspired her vision of a contemporary exercise, lifestyle and mindset.





“We were the first studio in the world to heat the studio to 37 degrees, our core body temperature. That came from a lot of research, my own love of hot yoga, but also a desire to solve some of the challenges that I saw with Bikram and other styles. We were also one of the first studios that truly centred on design. It was a sacred space that had to be beautifully designed.

“In an increasingly secular world, we’ve really lost touch with sacred spaces and sacred communities. As society becomes less connected to religions we’re losing this, but the Pilates and yoga philosophies are perfectly suited to the modern world. They embrace pleasure, sweat, hard work and community. Regaining touch with that was the essence of where I came from when starting the business.”

For Lucinda, sharing her passion for movement, wellbeing and spirituality has become a passion in itself. Staying true to Pilates’ intention is her guiding principle, but making it as accessible and affordable to everyday Australians is her mission.

“We’ve certainly been at the forefront of making Pilates really accessible. Pilates is still probably 15 years behind yoga, and it’s been something which is really expensive and oriented towards rehabilitation for a long time in Australia. We have always strived to create a fair price and amazing value for our clients.”

When any business approaches its tenth birthday, it is doing something well. For Lucinda, the proudest moment was when she realised they were doing something truly world class.

“One of the best moments on our journey so far was in September 2019. My Pilates Program Director, Tahlia, and I went to a Pilates conference in the US. We were expecting to be blown away by the studios in LA; the centre of the fitness world. But what we learnt from that trip was that we are absolutely world class. We’re really proud of what we’ve created...our modalities, our facilities and the way we conduct our business. We’re really excited for more people to experience the quality of what we have created.”

PH CLINIC: HOLISTIC WELLNESS FOR THE HEALTH CONSCIOUS

 National

5 ★★★★★ 64 ClassPass reviews

Born out of frustration with traditional healthcare experiences, Nicola Johnson opened PH Clinic in 2015 to provide others with the experience she had hoped for.

From peak performance athletes to those with a chronic illness and everyone in between looking to optimise their health, PH Clinic has something for everyone. The clinic offers alternative wellness therapies, including Cryotherapy, Colonic Hydrotherapy, Red Light Therapy, Naturopathy, Nutrition, ALTR/Oov Therapies, Physiotherapy and Psychotherapy among others, to assist the health conscious and those looking for preventative care that is supplemental to traditional healthcare.

"I had a tumultuous late adolescence and early adulthood," Nicola reflected. "I experienced my own gut dysfunction and I went to numerous doctors, gastroenterologists and other specialists and received lacking care and no solutions or options to really assist, unless the conversation involved surgery."

"I wasn't happy so I started seeking help from alternative wellness practitioners with colonics, herbs and nutrition, and then I just went down a garden path reading and researching before diving into a professional study program to help others."



The practitioners at PH Clinic are equally as passionate as Nicola because they too have experienced first hand - or witnessed someone - receiving underwhelming care. For them, offering more is often the driving force to study and enter the wellness industry. So that's the PH Clinic's point of difference - the practitioners really want to help and meet people where they are in their health journey so they can cater to their needs and provide the best experience possible.

Regardless of whether it is someone's first visit for a one-on-one appointment with a practitioner or someone's tenth visit for Cryotherapy, clients at PH Clinic receive guidance and therapeutic education to ensure they're genuinely supported and understand the benefits of the services they're receiving.

During lockdown, PH Clinic was able to provide some of its therapies available the whole time being a primary healthcare facility but it wasn't possible for all treatments. *"It was really tough but we adapted,"* Nicola noted.

During lockdown, the PH Clinic wanted to ensure the safety of their clients, especially those that are immunocompromised. One-on-one consultations for Naturopathic and Nutritional support became virtual and the practice also provided contactless home delivery of supplements to those in the local community.

Coming out of lockdown in a new space meant that the PH Clinic is ready to welcome new members from the local community. ClassPass has been a great way to connect with them.

"We recently partnered with ClassPass and so far we have a lot of really happy members who have started visiting us - they fit right in with our usual clientele and their responses have been really positive," Nicola continued.



Fostering a community of like-minded people has gone hand-in-hand with offering alternative wellness therapies and treatments. PH Clinic was able to cater to the growing demand in the healthcare industry and fill the gap which has brought many people together, both clients and practitioners. For this reason, PH Clinic doesn't want to feel like a "fast food" health clinic where appointments feel rushed and stressful. *"We really love fostering a close connection with our clients by taking the time to get to know them,"* said Nicola.

"This has been a really rewarding experience. We moved into our biggest space yet just recently - COVID-19 delayed this - but we kept pushing on and all the while I was growing a little human inside of me and working to keep our community feeling engaged during a tough time. I'm really proud of opening the new clinic space, supporting our clients and juggling becoming a new mum. It's really been my biggest achievement so far," shared Nicola.

REJUVENATION CLINICS OF AUSTRALIA: A FAMILY BUSINESS

📍 Sydney

5 ★★★★★ 14 ClassPass reviews

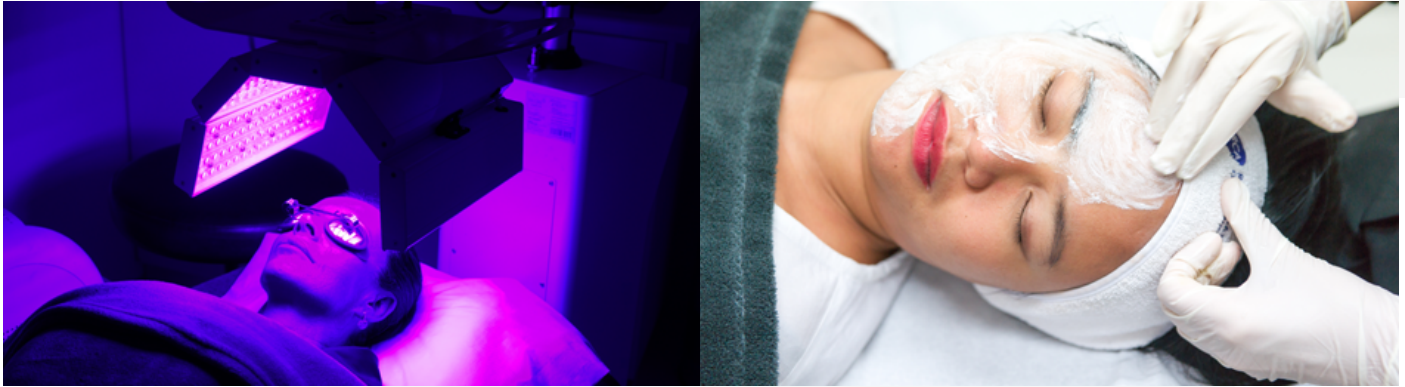
Established in 2000 by Dr Garry Cussell, Rejuvenation Clinics of Australia (RCA) combines a wealth of knowledge, experience and excellence in customer service to deliver outcomes that go above and beyond – the clinics provide truly life changing results.

Dr Cussell has been a qualified Cosmetic Practitioner for over 36 years who specialises in a wide range of non-surgical procedures including both medical and cosmetic injectables, skin repairing lasers, skin tightening, and many more. He is passionate about educating people on taking a holistic approach to achieve and maintain healthy skin and general wellbeing.

“During adolescence, Dr Cussell suffered from quite severe acne himself and knows from first-hand experience what it’s like to have distressing skin concerns. Early on in his education, he initially studied Engineering, later changing career paths to become a Doctor as he was passionate about helping others with their skin.” Explains Donna Sinclair – Business Manager, Client Operations at RCA.

“For the same reason, he also has developed his own skincare line because he saw a gap in the market for a skincare product that was completely natural but actually worked. We’re really proud of this line and we consider our skincare range a fundamental part of treatments.”





With extensive medical knowledge and experience Dr Cussell and the team at RCA developed their very own skincare range, Rejuvaus, to not only compliment in-clinic treatments but also to deliver naturally powerful results at home every day, which was particularly important during lockdown with the suspension of skin treatments.

During lockdown, the team at Rejuvenation Clinics of Australia made sure to connect with new and existing clients to educate them about their skin concerns so that they could start taking care of their skin at home and prepping for treatments post-lockdown.

With the difficulty of lockdown and work from home orders, having a simple skincare routine helped clients to feel refreshed and rejuvenated within the comfort of their own home. Keeping up with a daily skincare routine is an essential part of maintaining healthy skin and an important step in the holistic approach Rejuvenation Clinics of Australia take towards skincare.

For those that are returning to an in-office work environment feeling anxious or less confident in themselves, Rejuvenation Clinics of Australia are on a mission to help people feel more comfortable in their own skin.

“You have to have a real passion to help people to be in this industry, but also have a desire to continually educate yourself,” shared Donna. “Our training programs, for both new and existing staff, are so extensive and we want everyone who is accredited in our specific way of delivering services to always continue learning.”

Everything Rejuvenation Clinics of Australia do is centred around their clients. With over 400 customisable treatments available, Dr Cussell and the team truly have something for everyone which is why they offer obligation-free consultations to tailor a personal treatment program.

With a strong focus on customer service, Rejuvenation Clinics of Australia know the importance of educating clients about their individual skin care journeys and checking in with them post-treatment. Dr Cussell and his team make sure they're there for their clients every step of the way to make sure they feel supported and cared for.

“It’s a family business, and as such, the staff are part of the family and we look after each other, but that’s the same for our clients. It really shows when you come through the door with Dr Cussell and nurse Robyn (his wife) leading the team. I think that’s especially unique and important about Rejuvenation Clinics Australia,” Donna reflected.

THE UPBEAT: FROM 'OH S*~T' TO THE TOP OF THE CLASS

📍 Sydney

4.8 ★★★★★ 5000+ ClassPass reviews

Few things have been more sorely missed than dancing. Unless, you're part of The Upbeat's community, that is. At The Upbeat - unique, dance-inspired workouts to lift your body, mood and soul - the journey, experience and feeling is just as important as the outcomes.

Now a staple for thousands in Bondi and beyond, things didn't start as planned. The Upbeat was born in 2020, but on the eve of its grand opening, catastrophe struck.

"We opened the day before the first lockdown in March 2020," owner Libby Babet laughs. "We had our big opening, and the following day everything shut down. It was devastating, because we'd invested so much energy and money into this beautiful launch. However, we realised that the beauty of this method is that it's transferable as an online experience."

"It was hilarious because our technology was really poor at first. It was a hectic experience, but every week we got a little bit more proficient, a little bit closer to the experience and added an extra cable, an extra mix deck and an extra computer. It was a process of figuring it out."

And figure it out they did. During the first lockdown, the fledgling business was in the top 10 global livestream experiences on ClassPass. "We were just showing up and doing our best," Babet continued.



The fact that they did is testament to the quality, energy and variety of The Upbeat's offering. At a time when people are overwhelmed by choice and want new experiences every day, it can be hard to stay cutting-edge long-term. At The Upbeat, variety is the spice of life and one of its greatest USPs.

"This is the first business of its kind in Australia. It's the first and only studio that is choreographed like a dance class, but delivers Pilates or strength or boxing on the beat all led to music. We curate our own playlist for every single class. We run every session for a month, and then we review and refresh them."

"When we hit week one of a new month, we're pre-choreographing the next month. It's a lot of effort behind the scenes, but the outcome is an experience - we're not trainers, we're entertrainers."

When Sydney's second lockdown struck in July 2021, Libby decided to treat the two week pause as an opportunity to perfect their digital offering. Two weeks became four months, and The Upbeat's digital offering became industry leading.

While nothing can rival the joy, energy and camaraderie of an in-person session, every class is live streamed - the only

businesses in Australia to do so - with up to 60 people joining certain classes from their home. Whether it's due to geography or just self-confidence, not every person can attend the studio; that's why Libby takes The Upbeat to them.

The Upbeat's success is all the more remarkable because it didn't have the luxury of an existing base of loyal customers that many other businesses did.

"COVID-19 made us band together tightly as a team from day one. We focussed on why we started to begin with: to service a community and create experiences that literally change people's lives. To have a purpose greater than ourselves during that time was incredible."

"We actually came out of it a stronger team and a stronger business because we can now engage with people all over the world. Never have I had a business that's had so many challenges, but that's been so enjoyable. We got through the 'oh shit' moment, and got to the 'oh cool...look what we did' moment. We rose to the challenge and now we're bringing the joy of dance and celebration to people everyday."



UPSTATE STUDIOS: FOSTERING A POSITIVE STATE OF MIND THROUGH MOVEMENT

Melbourne

4.8 ★★★★★ 1000+ ClassPass reviews

Bursting with good vibes from the moment you walk in, Upstate Studios aims to make their members feel strong and their minds happy one sweaty workout at a time.

Upstate Studios was born out of the positive mindset that was enabled by movement and ultimately helped the studio's founders during a hard time. And they've been helping other people find a positive state of mind through movement since 2009.

"My sister and I started practicing yoga after we experienced a tragedy in our family where we lost our brother and our dad quite close together," shared Gail Asbell, co-founder of Upstate Studios.

"Movement, and yoga in particular, really helped and provided an opportunity to improve our mindset. So we decided to open our first studio not long after that to try and bring the positive vibes to as many people as we could."

Since opening that first studio over a decade ago, Gail and her sister Charelle have kept bringing people good vibes through movement and now have six studios located around Victoria. Over the years, their mission has stayed the same – provide a place for people to be their best selves – and as a result they have built a strong community that revels in including different types of movement in their day.



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We started live streaming over 80 classes a week

Each class has its own unique flavour. Boxing at Upstate has a nightclub vibe with dark rooms and strong music to help their clients feel motivated for a strong workout. At the same time, Upstate also offers reformer and hot Pilates, as well as a variety of yoga classes that include power flow, box + flow and restorative classes featuring sound baths and meditations. Whether people want to power up, wind down, Upstate has something to suit every vibe.

“We are continuously trying to push the boundaries with new and exciting experiences for our members. We always wanted to be an accessible studio that welcomes everyone from all different walks of life, but also accessible in terms of modality – so providing a variety of classes allows us to do that, and we’ve found that people love the diversity.”

Having been a staple part of people’s routines for many years now, Gail and Charelle leaned heavily on their newly created digital offering during Victoria’s lockdowns. They knew that they needed to stand for something for both their staff and community, and the livestream classes allowed them to continue to foster their community and stay connected.

“The last two years have been tough for everyone, we felt a great sense of responsibility for our community and our team. We started live streaming over 80 classes a week to

support our community and the response was incredible, with over 1,000 people per day joining us online.

“We have invested in a permanent livestream and video production studio to continue offering live and on demand classes to the Upstate community. As a result we’ve been able to employ more staff on a permanent basis,” Gail explained.

In a female-dominated industry made up predominantly of contract roles because of the physical limitations as an instructor, Upstate Studios strives to create career pathways and more full-time roles. Its digital offering and studio expansions have been instrumental in doing that.

“As a female founder with a predominately female team we are on a mission to provide career paths and full time career opportunities. I’m proud to say that despite the challenges of the last two years we have more than doubled our full time staff. As we grow our business, our goal is to be a positive, inclusive and empowering space for our team and members. I could not be more excited for what is to come for Upstate,” Gail concluded.



VIVE ACTIVE: TAKING OVER THE WORLD WITH REFORMER PILATES

📍 Sydney

4.8 ★★★★★ 5000+ ClassPass reviews

The health and wellness benefits of reformer Pilates have never been in doubt. But it wasn't always the engaging, entertaining and energetic experience it often is today. The fact that it now is can be attributed in part to Vive Active, the brainchild of Founders Louise Keats and John Keats, who made it their mission to reimagine and revitalise the exercise.

When John was suffering from back pain, specialists recommended reformer Pilates. The results were great, but the experience was not. So, Louise explains, they set out to change the world. Vive Active was born.

"As an exercise it was so revolutionary and beneficial, but as an experience it lacked so much. We thought 'it doesn't have to be like this'. If we could make it fun and the best hour of your day, we'd change the world. That's what we set out to do."

To achieve such a lofty goal, no stone was left unturned. Louise and the team extracted the best elements of the workout physically, but also turned to the lighting experts from Eurovision, and Australia's best sound system and premier interior designers. They drew on their expertise to create an uplifting, empowering and sensory experience that is the new industry benchmark.



"We're unique because we're as much an entertainment experience as a fitness experience. We've created a total sensory workout with a combination of a state-of-the-art light show and epic beats pumping through our world-class sound systems. Plus, we've pulled together the best elements of clinically-proven science to create the ultimate results-driven fitness experience."

"In a world where people want to squeeze so much into their day but really only put an hour aside for their workout, we've found the perfect combo of everything. You're leaving with no muscle untouched. We've created a - dare I say - cult following that's as addictive as it is effective."

This sense of belonging is so strong that its community has a name: Vivers.

"The loyalty of our Vivers is mindblowing. To hear people say 'it's changed my life' or 'it's helped me overcome my eating disorder' or 'I've finally found an exercise I actually love' makes it worth it. One gentleman had his surprise birthday party in our studio because his wife knew Vive was his favourite destination. He turned up for his regular class and all his closest friends and family were on the reformers. I'm so proud of the stories - we're changing lives in a way I never thought possible through fitness."

For many in the industry, the pandemic was a huge challenge. For Vive Active, it was an opportunity to take their revolutionary workout to the world. Louise and the team ramped up their existing online capabilities and created Vive Stream, a digital offering that is just as iconic and innovative as its in-person experience.

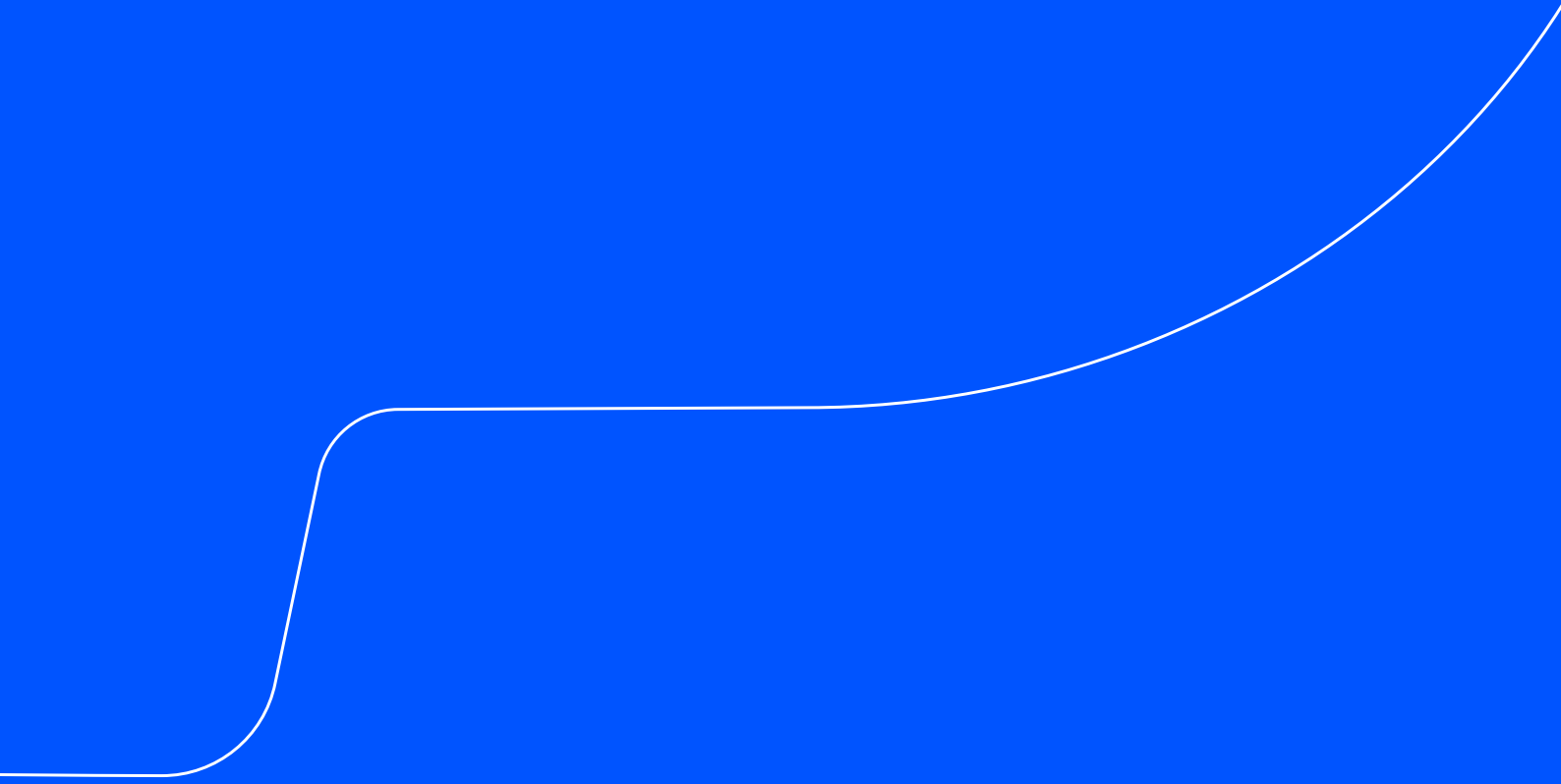
"We suddenly had clients from all over the world. We had people from Texas saying this was the best Pilates experience they'd ever had. We also started selling

reformers around the country, so that people who love Vive could continue loving it in exactly the same way, but from their home. It's been lovely to see that continue beyond the pandemic."

"Vive Stream continues to grow from strength to strength. The silver lining from the pandemic was that it gave us a new business model but, more importantly, it ensured our clients didn't lose touch with their community. Instead they maintained their strength and fitness - as well as their connection with their fellow Vivers - through a really hard time."

ViveActive wasn't born out of a desire to reinvent the wheel; it was born out of a desire to rethink the wheel entirely. As that wheel continues to evolve and the immense social, physical and psychological benefits of reformer Pilates grows, you can count on the industry disruptors at Vive - along with their global army of Vivers - to lead the charge.





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